

Planning Guide Sheets

Section 5

Distribution

Topic	Nature and Scope
Performance Indicator	Explain the nature and scope of distribution (DS:001)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-7; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 12
Show-Me Standards	4.3, CA 3
Objectives	<ol style="list-style-type: none"> Define the term distribution. Categorize distribution as being packaging, stock handling, transportation, warehousing, or inventory control. Explain the importance of distribution in marketing
Sample Activity	Ask students to Identify examples of distribution activities that take place at local businesses. Call on students to identify the businesses that they based their examples on and to site their collected examples. Record their responses, categorizing them according to type of business/industry. Discuss similarities and differences across types of businesses and industries.
Resources LAP	<p>Marketing Education Resource Center (1997). <i>Distribution</i> [Distribution LAP 1]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1997). <i>Distribution</i>: Instructor copy [Distribution LAP 1]. Columbus, OH: Author.</p>
Textbooks	<p>Burrow, J.L. (2003). <i>Business 2000: Marketing</i> (pp. 90-92). Cincinnati: South-Western.</p> <p>Burrow, J.L. (2002). <i>Marketing</i> (pp. 6-7, 20, 342-344, 498). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 375, 393, 429, 434]. Woodland Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L., Kimbrell, G., & Woloszyk, C. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 309-319, 323-333]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Solomon, M.R., & Stuart, E.W. (2000). <i>Marketing: Real people, real choices</i> (2nd ed.) [pp. 398-403]. Upper Saddle River, NJ: Prentice Hall.</p>

Topic	Nature and Scope
Performance Indicator	Explain the nature of channels of distribution (DS:055)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 9,12
Show-Me Standards	1.8, 4.1
Objectives	<ul style="list-style-type: none"> a. Define the following terms: channels of distribution, producer, ultimate consumer, industrial user, middlemen, intermediaries, retailers, wholesalers, agents, direct channels, and indirect channels. b. Identify types of channel members/intermediaries/middlemen. c. Explain the importance of middlemen in the channel of distribution. d. Describe types of channels for consumer goods and services. e. Describe types of channels for industrial goods and services.
Sample Activity	Ask students to select a product of interest to them and to chart its distribution from the point of production to the final consumer/user. Call on students to explain their charts.
Resources LAP	<p>Marketing Education Resource Center (1997). <i>Channels of distribution</i> [Marketing and Business LAP 3]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1997). <i>Channels of distribution: Instructor copy</i> [Marketing and Business LAP 3]. Columbus, OH: Author.</p>
Textbooks	<p>Burrow, J.L. (2003). <i>Business 2000: Marketing</i> (pp. 89-90). Cincinnati: South-Western.</p> <p>Burrow, J.L. (2002). <i>Marketing</i> (pp. 347-353). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 375-381]. Woodland Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 308-315]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Solomon, M.R., & Stuart, E.W. (2000). <i>Marketing: Real people, real choices</i> (2nd ed.) [pp. 381-390]. Upper Saddle River, NJ: Prentice Hall.</p>

Topic	Nature and Scope
Performance Indicator	Describe the use of technology in the distribution function (DS:054)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-8; Technology 18; Systems 15; Basic Skills 1-2, 5-6; Thinking Skills 12
Show-Me Standards	1.4, 2.7, 4.7
Objectives	<ul style="list-style-type: none"> a. Identify ways that the use of technology impacts the distribution function. b. Explain specific applications of technology in distribution. c. Describe the impact of electronic data interchange (EDI) on the distribution function.
Sample Activity	<p>Identify and contact several local businesses that have computerized inventory systems. Explain that you would like for a small group of students to visit the business to observe the system in action and that a business representative would need to be available to explain how the computerized system has affected stock handling, warehousing, inventory control, and shrinkage. Determine logistics of the visit (e.g., date, time, location, etc.). Divide the class into groups of five or six students each, and assign each group to a business. Tell the groups that they are responsible for reporting their findings to the class. Call on groups to discuss their findings.</p>
Resources Textbooks	<p>Boone, L.E., & Kurtz, D.L. (2002). <i>Contemporary marketing</i> (p. 414). Cincinnati: South-Western.</p> <p>Everard, K.E., & Burrow, J.L. (2001). <i>Business principles and management</i> (11th ed.) [pp. 585, 586]. Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [p. 442]. Woodland Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 360-361]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Mescon, M.H., Bovee, C.L., & Thill, J.V. (1999). <i>Business today</i> (9th ed.) [pp. 239-241]. Upper Saddle River, NJ: Prentice Hall.</p>

Topic	Warehousing/Stock Handling
Performance Indicator	Explain the receiving process (DS:004)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 9,12
Show-Me Standards	1.8, 2.7, 3.2, 3.3, 4.1, 4.6, 4.7, CA 3, MA 1
Objectives	<ul style="list-style-type: none"> a. Identify the receiving process. b. Explain the importance of the receiving process to business operations. c. Explain the purpose of the receiving process. d. Describe receiving activities. e. Discuss the importance of accuracy in performing receiving activities.
Sample Activity	Prior to implementing the activity, ask students to obtain copies of forms used in the receiving process by a local business. On the day of the activity, divide the class into groups of four or five students each, and ask students to compare the forms they collected with those obtained by others in their group. Tell the groups that they are to draw conclusions about essential information that should appear on the forms. Call on each group to identify information considered essential. Discuss similarities and differences in responses.
Resources	
LAP	<p>Marketing Education Resource Center (1993). <i>Receiving process</i> [Distribution LAP 5]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1993). <i>Receiving process: Instructor copy</i> [Distribution LAP 5]. Columbus, OH: Author.</p>
Textbooks	<p>Coyle, J.J.; Bardi, E.J.; Langley, C.J. (2003). <i>The management of business logistics: A supply chain perspective</i> (7th ed.) [pp. 135, 300]. Cincinnati: South-Western/Thomson Learning.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 429-430]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 353-357]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Lambert, D.M.; Stock, J.R.; Ellram, L.M. (1998). <i>Fundamentals of logistics management</i> (p. 275). Boston, MA: Irwin/McGraw-Hill.</p>

Topic	Warehousing/Stock Handling
Performance Indicator	Explain warehousing and storing considerations (DS:013)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 9,12
Show-Me Standards	2.7, 3.7, 4.1, 4.7, CA 3, SC 4
Objectives	<ol style="list-style-type: none"> Define the following terms: storage, susceptibility, unstable, general product warehouse, cold-storage warehouse, bonded warehouses, special commodity warehouses, tank storage facilities, yard and ground storage facilities, and warehousing. Identify what businesses use storage. Explain how storage adds utility to goods. Describe reasons for storing goods. Explain characteristics that are important to consider when deciding how to store goods. Describe types of warehouses. Explain factors that affect the choice of warehouse.
Sample Activity	<p>Prepare a handout containing a table with three columnar headings: "Materials/Goods," "Storage Location," and "Rationale." Give each student a copy of the handout, explaining that the table is to be used to record where five materials/goods are stored at the student's place of employment, at a school-based enterprise, or at a business of interest to the student. Tell students to use the rationale column to record reasons that the storage location is appropriate/inappropriate. Call on individual students to discuss the completed table with the class.</p> <p>Divide the class into groups of two or three students each. Ask each group to appoint an individual to be responsible for obtaining a copy of the <i>Yellow Pages</i> for use in class the next day. Using the <i>Yellow Pages</i> each group is to conduct a scavenger hunt to identify businesses that use the following types of warehouses: general product, cold storage, bonded, special commodity, tank storage facilities, and yard and ground storage facilities. Tell the groups to list their findings, and discuss them with the class. Award a prize to the group who most accurately categorizes the businesses' warehouses.</p>
Resources Textbooks	<p>Burrow, J.L. (2002). <i>Marketing</i> (p. 367). Cincinnati: South-Western.</p> <p>Coyle, J.J.; Bardi, E.J.; Langley, C.J. (2003). <i>The management of business logistics: A supply chain perspective</i> (7th ed.) [pp. 49, 288-297, 301]. Cincinnati: South-Western/Thomson Learning.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [p. 403-404]. Mission Hills, CA: Glencoe/McGraw-Hill.</p>

- Johnson, J.C.; Wood, D.F.; Wardlow, D.L.; Murphy, P.R. (1999).
Contemporary logistics (7th ed.) [pp. 339-343]. Upper Saddle River, NJ:
Prentice Hall.
- Lambert, D.M.; Stock, J.R.; Ellram, L.M. (1998). *Fundamentals of logistics
management* (pp. 21, 186, 273-275, 279). Boston, MA: Irwin/McGraw-Hill.

Topic	Order Fulfillment
Performance Indicator	Explain the relationship between customer service and distribution (DS:029)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 9,12; Personal Qualities 13,17
Show-Me Standards	4.6,CA 6
Objectives	<ul style="list-style-type: none"> a. Explain how customer service facilitates order processing. b. Identify actions that customer service can take to facilitate order processing. c. Describe the role of customer service in following up on orders.
Sample Activity	Explain that each student is to interview two people who have had negative delivery experiences (e.g., getting late delivery, receiving the wrong products, receiving damaged goods, etc.) to find out the companies that shipped the products handled the situations. Tell students to find out the roles that customer service played in the situations. Ask students to write a synopsis of their findings, and share the information with a small group of students in the class.
Resources Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 204-205). Cincinnati: South-Western.</p> <p>Coyle, J.J., Bardi, E.J., & Langley, C.J. (2003). <i>The management of business logistics: A supply chain perspective</i> (7th ed.) [pp. 101-102]. Cincinnati: South-Western.</p> <p>Everard, K.E., & Burrow, J.L. (2001). <i>Business principles and management</i> (11th ed.) [pp. 579-580]. Cincinnati: South-Western.</p> <p>Johnson, J.C., Wood, D.F., Wardlow, D.L., & Murphy, P.R. (1999). <i>Contemporary logistics</i> (7th ed.) [pp. 108-113]. Upper Saddle River, NJ: Prentice Hall.</p>
Software/ Online	InTelegeny Corporation (n.d.). <i>Case Study: Call center as direct sales channel grows market share, revenues</i> . Retrieved February 12, 2003, from http://www.intelegy.com/article_this_month.htm

Topic	Order Fulfillment
Performance Indicator	Prepare invoices (DS:030)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 12; Personal Qualities 17
Show-Me Standards	1.4, MA 1
Objectives	<ol style="list-style-type: none"> Define the terms purchase order, invoice, packing slip, terms, extensions, and gross amount. Identify the components of an invoice. Calculate extensions on an invoice. Demonstrate how to prepare invoices.
Sample Activity	Prior to the activity, create five examples of purchase orders for which students could prepare invoices; arrange for students to have computer access. Depending on the sophistication of your computer system, ask students to use a database or a word-processing program to prepare the invoices. Tell students to print the completed invoices, and submit them for review.
Resources Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (p. 329). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 288-290]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 105-114]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Lange, W.H., Rousos, T.G., & Mason, R.D. (1998). <i>Mathematics with business applications</i> (4th ed.) [pp. 396-397]. New York: Glencoe/McGraw-Hill.</p> <p>Stull, W.A. (1999). <i>Marketing & essential math skills: Teacher's edition</i> (pp. 71-73). Cincinnati: South-Western.</p>

Topic	Order Fulfillment
Performance Indicator	Use an information system for order fulfillment (DS:056)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 12
Show-Me Standards	1.4, 1.5, 1.7, 2.7, CA 3
Objectives	<ul style="list-style-type: none"> a. Explain the role of information systems in creating channel efficiency. b. Describe how information systems can be used to track lost/late orders. c. Demonstrate procedures for using an information system for order-fulfillment.
Sample Activity	<p>Arrange for students to have computer and spreadsheet access. Explain that each student is to develop and use a spreadsheet for tracking orders for a school-based enterprise, for a DECA sales project, or for a school fund-raiser. Ask students to evaluate the spreadsheet's usefulness in tracking orders.</p>
Resources Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 368-369). Cincinnati: South-Western.</p> <p>Coyle, J.J., Bardi, E.J., & Langley, C.J. (2003). <i>The management of business logistics: A supply chain perspective</i> (7th ed.) [pp. 85-87]. Cincinnati: South-Western.</p> <p>Johnson, J.C., Wood, D.F., Wardlow, D.L., & Murphy, P.R. (1999). <i>Contemporary logistics</i> (7th ed.) [pp. 103-105]. Upper Saddle River, NJ: Prentice Hall.</p> <p>Lambert, D.M., Stock, J.R., & Ellram, L.M. (1998). <i>Fundamentals of logistics management</i> (p. 76). Boston: Irwin/McGraw-Hill.</p>

Topic	Order Fulfillment
Performance Indicator	Explain shipping processes (DS:057)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
SCANS	Resources 3; Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 9,12
Show-Me Standards	1.4, 1.7, 3.5, 4.1, MA 1
Objectives	<ul style="list-style-type: none"> a. Identify methods used by small businesses to ship products. b. Compare and contrast advantages/disadvantages of shipping methods. c. Explain considerations in selecting a shipping method.
Sample Activity	Obtain shipping charts from three different shippers. Prepare a handout of 10 items to be shipped, identifying size and weight of item and ship-to location. Ask students to read the shipping charts and to compare the charges and delivery times of the three methods of shipment. Tell students to read the shipping situations on the handout and to recommend how the packages should be shipped to different locations. Call on individual students to identify and discuss recommendations with the class.
Resources Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 364-366). Cincinnati: South-Western.</p> <p>Coyle, J.J., Bardi, E.J., & Langley, C.J. (2003). <i>The management of business logistics: A supply chain perspective</i> (7th ed.) [pp. 346-360, 365-367]. Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 393-402]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 104-116]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Johnson, J.C., Wood, D.F., Wardlow, D.L., & Murphy, P.R. (1999). <i>Contemporary logistics</i> (7th ed.) [pp. 175-184]. Upper Saddle River, NJ: Prentice Hall.</p> <p>Lambert, D.M., Stock, J.R., & Ellram, L.M. (1998). <i>Fundamentals of logistics management</i> (pp. 219-233). Boston: Irwin/McGraw-Hill.</p>